



Library, Recreation & Cultural Services

ANNUAL REPORT 2004



City of Eugene, Oregon



Community working together



Classes for all ages



The great outdoors



Life skills

From the Executive Director



2004 proved to be another rewarding year for the City of Eugene's Library, Recreation and Cultural Services Department (LRCS). Eugene is a sought-out destination partly because of the vital services we provide. Our unique role in the City lets us have a direct, positive impact on the safety and well-being of our patrons. Our youth, our seniors, our patrons with disabilities, and our entire community depend on our services for their quality of life.

Since I came to the City of Eugene in 1999, I have had to make tough decisions in order to adhere to the City Council's longstanding vision for accessible and thriving culture and recreation. Within our budgetary constraints, we continually strive to meet the needs and expectations of all the citizens of Eugene. The LRCS Leadership Team and LRCS Diversity Committee work with community leaders, especially those representing our underserved citizens, to ensure that our facilities present a welcoming environment to all patrons and staff, and that our hiring practices are equitable.



Reading programs

Understanding the importance of collaboration, we continue to work on developing sustainable funding through partnerships. I greatly appreciate the efforts of our dedicated and hard-working staff, the time and resources provided by our community partners and volunteers, and the continuous support provided by the citizens of Eugene. This is truly a team effort. I am proud to be a part of a team that goes above and beyond expectations to preserve the quality of LRCS services. We hope your experiences at our facilities and with our staff are ones you will remember fondly.



New technology

Angel Jones
Executive Director

What Is Eugene LRCS?

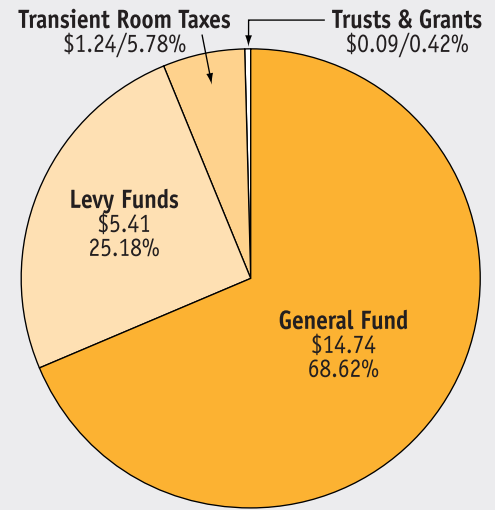
The City of Eugene's **Library, Recreation and Cultural Services Department** (LRCS) offers citizens of all ages a broad range of educational, recreational, fitness and cultural opportunities. LRCS supports an informed community and lifelong learning, and provides thousands of year-round activities, services and performances for children, adults and families. Outreach programs for special populations are a top priority to ensure that something of meaning and value is available to each member of our community.

LRCS programs and services include the following:

- Storytelling, puppetry, and music programs.
- Class visits to familiarize students with public library services.
- Life-long learning, fitness and social service programs for older adults.
- Adult athletic leagues and fitness classes.
- Coordination and oversight of City athletic facilities.
- Recreation programs adapted to serve people with disabilities.
- Swim lessons, recreational and lap swimming, competitive swimming and water polo.
- Supervised playground and wading pool programs.
- Outdoor/environmental activities, out-of-school programs and seasonal camp programs.
- Peer-managed alternatives to the juvenile justice system.
- Performances by a diverse selection of national and international artists and companies.
- Venues for nine resident companies and conference activities.
- Multi-cultural events.
- Visual arts presentations and education.
- Assistance in providing cultural enrichment to thousands of participants.
- Sponsorship and promotion of arts education activities.
- Numerous special community events.

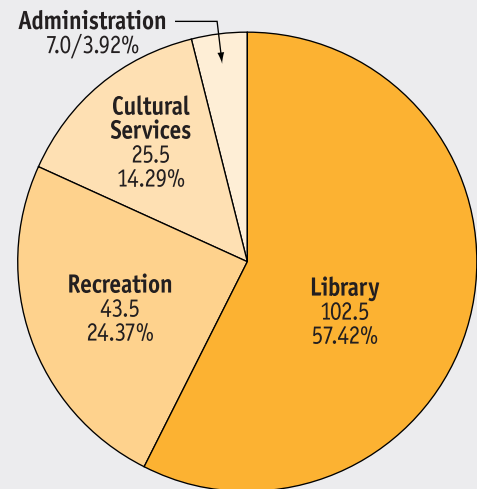
FY'04 Budget Sources

in Millions



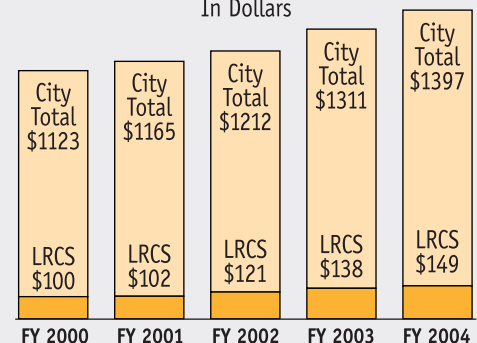
FY'04 Employees

(Full Time Equivalent)



Budget per Eugene Citizen

In Dollars



Eugene Public Library



Fast, easy check-out



Youth programs



Services for all ages



Electronic resources

The **Eugene Public Library** (EPL) has experienced another busy year of growth, with weekly patron visits reaching 19,000 at all three of our facilities – the Downtown Library, Bethel Branch and Sheldon Branch. EPL staff responded to changing demand, technology, and procedures, while continuing their dedication to the Library's mission: to support an informed community, lifelong learning, and the love of reading by providing access for all city residents to the universe of ideas and information.

In January, EPL **expanded open hours** 13% and by doing so kept our promise to Eugene citizens who voted to renew the 2002 library levy. The additional evening and weekend hours created more Library access for busy Eugeneans plus the opportunity to take advantage of free parking on the lower level at the Downtown Library. At the same time we **updated loan policies** to make it easier to find many of EPL's most-borrowed materials (videos, DVDs, music CDs and magazines) on the shelves. Throughout the year, we have **streamlined the self-service check-out** process which has made doing Library business faster and easier, while enhancing privacy.



Sit-able art

In 2004 EPL had 42% **more visits** and 3% **more cardholders**. Our **collection has grown** to more than 360,000 items in many languages. EPL's improved Access Services helps us deliver **more equitable service** for those unable to visit our Library facilities.

Whether in person, by phone or online, patrons found **Library staff** ready to help find facts and identify resources on any topic, or to recommend selections from our fiction collection to match any interest or taste. EPL Reference staff participated in the successful



Baby storytimes

pilot project for the statewide online reference service, “L-net,” now providing 24/7 service.

Use of public access **electronic resources**, including Internet, e-mail, MS Office software, and specialized databases, continued to increase, leading EPL to expand its schedule of free computer classes. Many of these classes are also offered in Spanish.

EPL sponsors **programs and events** for all ages from infants to seniors, free of charge. Included are story times, book groups, author talks, workshops, classes, music and theater performances, and informational and artistic displays. Programs for all ages set a new attendance record of 35,908, an increase of 18%. In particular, a new schedule of weekly programs for elementary school children has been very successful, and included increased offerings at our branch locations. Youth Services Summer Reading Program, “Read! Discover! Explore!” drew almost 2,300 participants, a 35% increase over the previous year.



Children’s courtyard



“This library has the best of everything.”

“It’s the most beautiful library I’ve seen.”

“It’s owned by the entire community.”

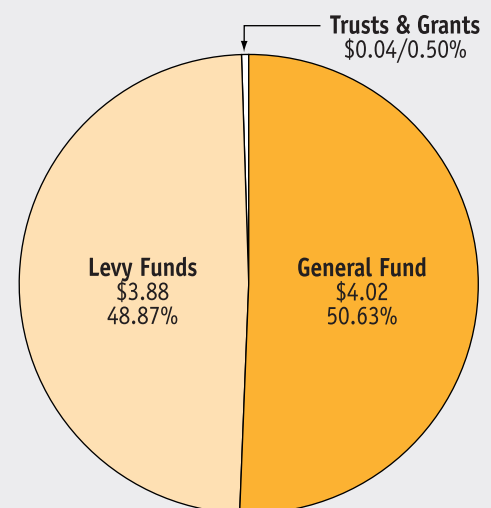
“My kids feel welcome at the library and they love all the computers and books.”

“For her eighth birthday, she was given the choice of going anywhere she wanted. She chose to take the bus and go to the library.”



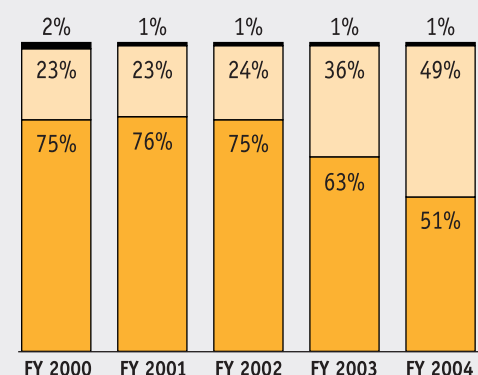
FY’04 Budget Sources

in Millions



Budget Sources by Year

■ = Trusts/Grants ■ = Levy ■ = General Fund





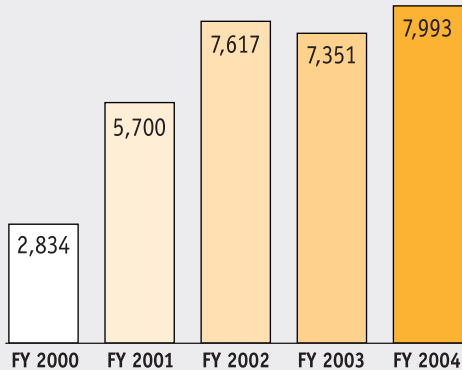
"I'm impressed with all the choices available."

"This [Sheldon] branch is our lifeline."

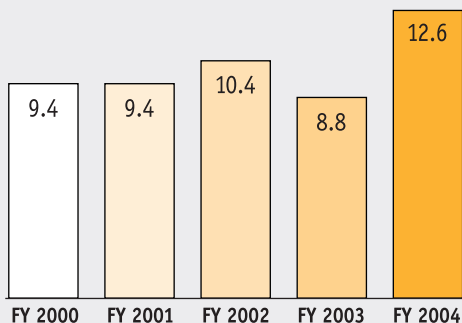
"I just love this small [Bethel] library."



Library Hours by Year

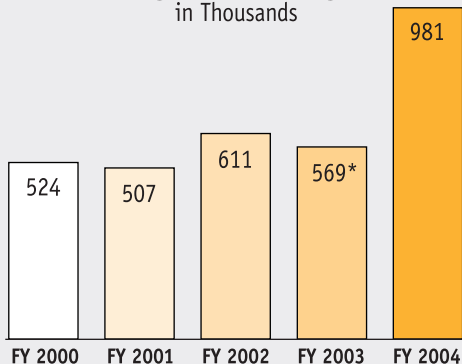


Items Circulated per Eugene Resident by Year



Library Visits by Year

in Thousands



*Estimate for 2003 because electronic counters were not yet installed.



Children's area

EPL's history of **community partnerships** dates back a century to the Fortnightly Club. Still meeting in Eugene, this organization advocated for the founding of the first city library. Current partners include the Friends of the Library, which continues to provide substantial fundraising support through its annual Book Sale, Magazine Sales, and Second Hand Prose Book Store at the Downtown

Library. The Eugene Public Library Foundation also helps greatly with their many fundraising activities. Last but certainly not least, hundreds of enthusiastic individuals "partner" with EPL as weekly Library volunteers, this year contributing more than 20,000 hours of assistance to the staff.

EPL also collaborates with partners to provide programs to the public, including local schools, community non-profits, and members of coalitions such as "Readin' in the Rain." EPL additionally partners with other City groups as well providing free performances in connection with the Hult Center and storytelling programs for City events such as the Multicultural Festival. EPL was honored to host its colleagues by holding the 2004 Oregon Library Association Conference in Eugene.



Helpful staff



Bethel Branch Library



Downtown Library reading room

EPL has also had a year of **recognition**. The National Commission on Libraries and Information Science honored us with the Consumer Health Information Award for Oregon, for a website created by EPL and PeaceHealth. EPL and the EPL Foundation got the Outstanding Partnership Award by the City Club of Eugene and Downtown Eugene Inc., for making an “exemplary contribution to downtown Eugene.” The *Eugene Register Guard* awarded EPL “Best Public Restroom” and we made the *Eugene Weekly* shortlist as a “Cool Hangout.”



Sheldon Branch Library

MAJOR 2004 ACCOMPLISHMENTS

- Expanded Library hours on weekends and at night with free parking during the new hours.
- Library visits were up 74%, programs offered were up 55% and program attendance was up 22%.
- Expanded materials collection, adding over 45,000 books, CDs, DVDs, videos, and more.
- Technological enhancements included self-service check out, and new adaptive technology for patrons with hearing and sight disabilities.
- Volunteer hours were up 15%, with 365 individuals volunteering 27,214 hours (equivalent to more than 13 full-time employees).

Recreation Services



Aquatics



Athletics



Outdoor



Senior programs

Recreation continues to be a driving force in the lives of Eugene citizens. To keep pace with the ever increasing demand for activities, we constantly evaluate our service offerings to ensure the best activities and services are provided for our patrons.

In the past year, over 3,000 residents participated in an ambitious **community involvement process**, which was part of an effort to update the Parks, Recreation and Open Space Comprehensive Plan. Through this process we found that:

- There is a very high level of support for Recreation Services with almost 60% of respondents saying they have participated in a City of Eugene recreation program or special event during the past year (compared to 30% average in other Northwest communities).
- The City should be the primary provider of recreation services in our community.
- Cost continues to be a barrier to participation, especially for low-income residents, seniors, and people with disabilities.
- The community desires activities that connect people together, building stronger families and neighborhoods; provide opportunities to enjoy nature and the outdoors; improve health and wellness; and promote youth development.



City sports leagues

This year has been very good for recreation in our community! Here are updates from each of our primary service areas:

Aquatics continues to bask in the glow of Amazon Pool with over 146,000 participants visiting the award-winning aquatic playground last summer. Sheldon and Echo Hollow Pools and Fitness Centers, our two year-round aquatic facilities, have also achieved considerable success. In the 2004 fiscal year, Sheldon Pool was recognized as having the "Top Parks and Recreation Water Fitness Program in America" by the U.S. Water Fitness Association. To help



Summer camps

maintain that ranking, and to help improve the health and fitness of our patrons, major upgrades of the fitness equipment were completed at both Echo Hollow and Sheldon.

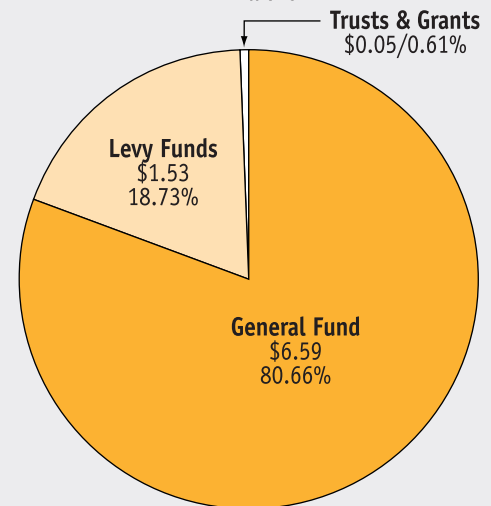
The health and wellness of our community is also a key goal of our **Athletics** program. This efficient and cost-effective program has attendance totaling approximately 100,000 each year. Adult sports leagues in softball, basketball, ultimate Frisbee, soccer, in-line hockey and volleyball are offered throughout the year and continue to grow, especially in non-traditional sports such as ultimate Frisbee. In addition to the adult sport leagues, Athletics staff coordinates community use of the City's outdoor sports facilities. In FY'04, almost 50 venues, totaling approximately 40,000 hours of playing time, were coordinated by Athletics.



Winter outings

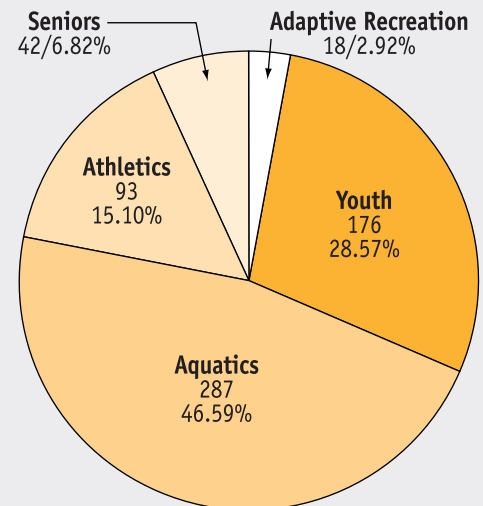
FY'04 Budget Sources

in Millions



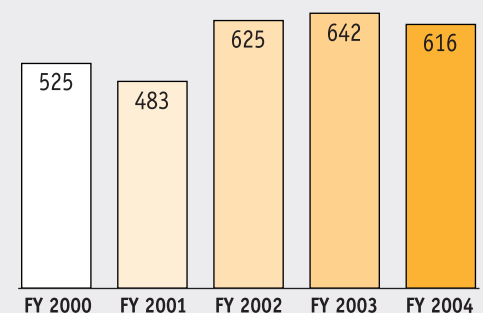
FY'04 Attendance by Service Area

in Thousands of Patrons



Attendance by Year

in Thousands of Patrons



FY 2002-04 increase is mostly due to greater program offerings from voter-approved levy funding.



Amazon Pool

MAJOR 2004 ACCOMPLISHMENTS

- Sheldon Pool was named "Top Parks & Recreation Water Fitness Program in America" by the U.S. Water Fitness Association. Amazon Pool won "Best Aquatics Facility Design" from the Oregon Recreation & Parks Association.
- Over 450 people attended the first annual Multicultural Festival, held in the park at Sheldon Center.
- In partnership with LTD, Adaptive Recreation was awarded state funds to purchase an accessible bus to serve patrons with disabilities.
- Youth & Family Services partnered with the UO to purchase a mobile wireless media lab that will help children and teens produce digital sound and video projects at community centers and schools throughout Eugene.
- Master plans were completed for Echo Hollow Pool, Sheldon Pool and Community Center, and Campbell Center Health and Fitness Expansion.

Our service to **Youth** embarks on a new future with the completion of the Partnerships for Youth levy and the start-up of new Youth and Family initiatives. In the next fiscal year, programs for Middle School Youth will be provided via "RecZone" and Outdoors' Team Adventure programs at six middle schools in the Eugene and Bethel school districts. These programs will be funded by the most recent, voter-approved, youth/school-based local option levy.

Another critical development was the decision to use the service delivery model outlined in the "40 Developmental Assets" program. This approach focuses on building strength and resiliency in our youth by developing positive relationships, opportunities, competencies, values, and self-perceptions. Recreation Services has joined many other local youth agencies in a community-wide initiative to develop a healthier community for youth by promoting these important developmental assets.



Youth field trips

Youth and Family Service activities are going strong at all of our neighborhood community centers. Staff at Amazon Center, Sheldon Center, Petersen Barn, and the River House continue to seek opportunities to provide partnerships and family activities such as the We Are Bethel celebration, the city-wide Multi-Cultural Festival, the Whiteaker River Festival, and Friday night movies at Washington Park.



Fun at community events

Senior Services have never been stronger, nor have they been needed more than they are today. Program offerings at Campbell Center and Petersen Barn continue to grow in response to the changing demographics of our community. Between now and 2030, our community will experience an unprecedented shift in the age population with the number of Oregonians over the age of 65 projected to more than double. Our senior program is continually challenged to reassess services and rebuild staff skills to meet the needs of a more active, educated and technology-literate population.

Adaptive Recreation continues to be a major provider of community recreation programs for people with disabilities. During the past year, staff engaged over 450 specialized recreation stakeholders in focus groups to assess the needs of the disabled community. Requests for inclusion services has intensified as more people with disabilities and parents with disabled children recognize their rights and opportunities.



Adaptive recreation



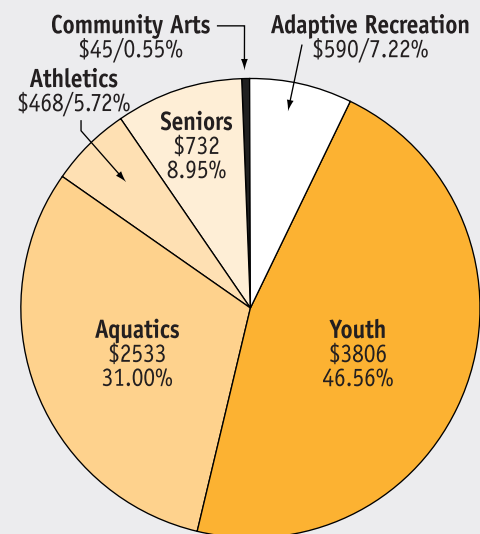
"Since starting camp, my son has become more outgoing and confident."

"With the recent death of my husband, Campbell Center became my life-line for getting me get out of my house, feeling wanted and needed."



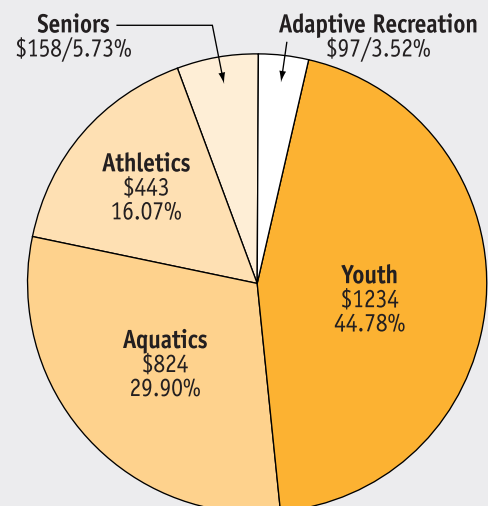
FY'04 Expenses by Service Area

in Thousands of Dollars



FY'04 Revenue by Service Area

in Thousands of Dollars



Cultural Services



Silva Concert Hall



Soreng Theater



Year-round exhibits in Jacobs Gallery

The **Cultural Services** Division has a dream of making Eugene the “**World’s Greatest City of the Arts & Outdoors.**” Our part in this quest starts with the management of the world-class **Hult Center for the Performing Arts**, where each year we host on average more than 800 events and welcome more than 200,000 patrons. The Hult Center’s 2,500-seat Silva Hall and 500-seat Soreng Theater are the primary home of Eugene’s nine fabulous resident companies:

- Dance Theatre of Oregon
- Eugene Ballet Company
- Eugene Concert Choir
- Eugene Opera
- Eugene Symphony
- Oregon Bach Festival
- Oregon Festival of American Music
- Oregon Mozart Players
- Willamette Repertory Theatre



World-class artists

In the last year, the Hult Center hosted world-class artists like Yo-Yo Ma, Wynton Marsalis, the Dance Theater of Harlem, and the Moscow State Radio Symphony Orchestra. We also delighted people with Broadway shows from *The Music Man* to *Miss Saigon* and with comedy personalities such as Larry the Cable Guy, Ron White, and the stars of *Whose Line Is It Anyway?* as well as many more.

At the beautiful **Cuthbert Amphitheater**, thousands of people sit under the stars by the Willamette River and hear great music from the likes of John Fogerty, Moody Blues, James Taylor, and Widespread Panic. Our hope over the next five years is to expand the Cuthbert season from nine to 30 events and to physically open the facility up so it can be used for a whole range of local special events and festivals along with our regular commercial offerings.

Our great volunteer support organization, Support Hult Operations (SHO), not only provides hundreds of hours of volunteer help but also produces free Thursday noon hour events attracting 10,000 guests annually.

Because we operate primarily as a landlord, we experience great swings in the number of commercial bookings from year to year,



Free concerts in the Hult Center lobby presented by SHO

which means lots of budget variations. So we are developing a growth plan that will 1) host more successful local performances, and 2) create the audiences of the future by partnering with other agencies to boldly position the city as a major visitor destination (“World’s Greatest City of the Arts & Outdoors”).

Eugene is home to more than 100 arts, history, and cultural organizations and we believe they are all a part of what makes this city so great. Cultural Services supports nine of our largest arts organizations through their status as **Resident Companies** at the Hult Center. What this means to these groups is discounted fees and other special services. In addition to our support for the Resident Companies, last year we allocated \$44,000 in grants to 32

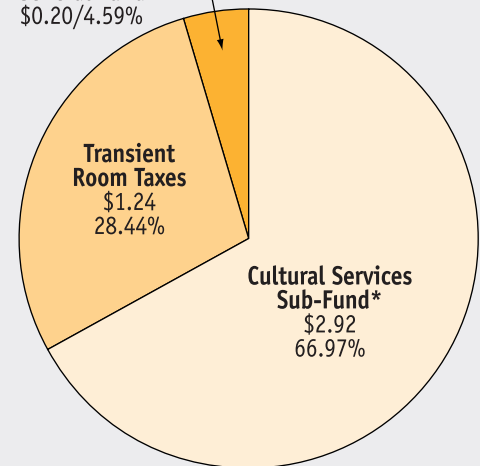


State-of-the-art sound equipment in a world-class theater

FY'04 Budget Sources

in Millions

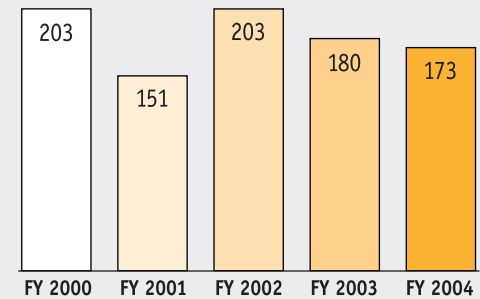
General Fund
\$0.20/4.59%



*Cultural Services generates 67% of its budget in ticket sales, services and programs.

Cultural Services Tickets Sold by Year

In Thousands of Tickets

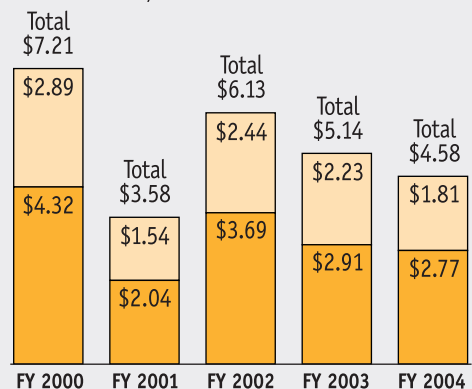


Ticket sales over the last decade have averaged 200,000/year.

Transient Room Taxes Economic Impact by Year

For every dollar of Transient Room Taxes the following revenue was generated

■ = Producers/Promoters ■ = Cultural Services





"Thank you for the extraordinary opportunity you've presented the community."

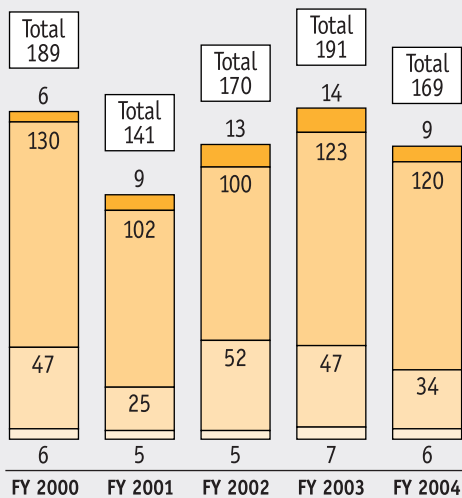
"I have yet to visit any kind of outdoor venue that has impressed me as much."

"Jacobs Gallery wins my award for being one of the best exhibit spaces anywhere."



Number of Events by Year

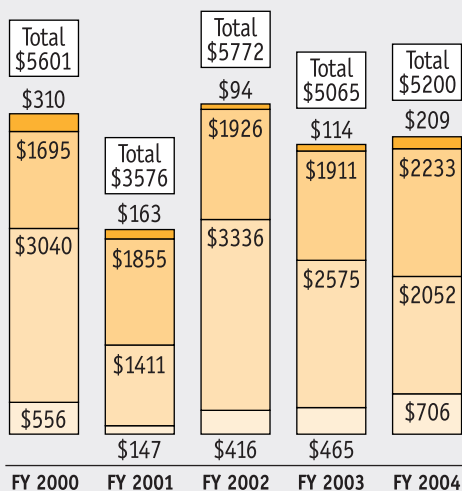
■ = Hult Presents ■ = Resident Companies
■ = Commercial Shows ■ = Cuthbert



Gross Ticket Sales by Year

In Thousands of Dollars

■ = Hult Presents ■ = Resident Companies
■ = Commercial Shows ■ = Cuthbert



small and mid-size **arts organizations** whose programs annually reach more than 15,000 citizens. Cultural Services produced a series of **Summer Concerts in the Parks** and over 9,000 people attended to hear everything from jazz to bluegrass to salsa to rock 'n' roll. Our wonderful **Jacobs Gallery**, a partnership of three different organizations, presented seven exhibits including the very popular Mayor's Art Show. Through the Jacobs Gallery, the work of 100 visual artists is seen by 35,000 people annually.

Cultural Services remains committed to providing better service. In that vein, Cultural Services completed more than \$2 million in **renovations to the Hult Center** including a new \$1.7 million acoustic project, new lighted signage and food displays cases, 12,000 square feet of new carpet with safety step illumination, facility-wide fluorescent lighting for energy savings, and a new air-conditioning cooling tower. To promote more efficient delivery of tickets, we continue to **increase on-line**

ticket sales, currently 13% of all sales. Almost all the financial support Cultural Services receives from the City comes from Transient Room Taxes (TRT) paid by visitors to Eugene. We're proud to say that for every dollar we get in TRT, we return on average \$5 back into the local economy.



Concerts in the Parks



Cuthbert Amphitheater



Hult Center for the Performing Arts

In three years, the Hult Center will be celebrating its 25th birthday. To celebrate the grand lady's birthday in style, we plan to host a celebration that will last a full 12 months.

The past year for Cultural Services had its successes and challenges but the future looks bright and we think we can safely say: "You ain't seen nothin' yet."



Educational outreach programs

MAJOR 2004 ACCOMPLISHMENTS

- Completed more than \$2 million in renovations to the Hult Center including a new sound shell, new carpet, new energy-saving lighting, and enhancements to cooling systems.
- Redesigned entrances and expanded parking at Cuthbert Amphitheater. Started up a new volunteer group, the Ambassadors, to host events.
- Hosted an average of 800 events and 200,000 people each year over the last decade.
- For every dollar received in Transient Room Tax, returned on average \$5 back into the local economy.
- Received \$95,000 in grants for the Hult Presents series that featured the Moscow State Radio Symphony Orchestra and Dance Theater of Harlem.

A Parting Thought...

\$50,000 is the approximate cost to detain a juvenile offender for one year. If that money were spent at LRCS, we could:



- Take her swimming twice a week for 24 weeks
- Have her take a five week computer music class
- Sign her up for four weeks of summer camp and one week of rock climbing camp
- Take her to five shows at the Hult Center
- Let her play three rounds of golf and attend a harvest festival

- Have her participate in the Library's Battle of the Bands
- Give her eight weeks of driver education classes
- Enroll her in a six-week photography class and an eight-week pottery class
- Take her to three teen dances and a game night at the Library



- Involve her in one International Games Day and seven weeks of Summer Reading Club
- Take her on a one day rafting trip down the McKenzie River
- Enroll her in an eight-week sign language class
- Let her play basketball for one hour a day for 40 weeks

At the end of the year we could return to you: \$48,453 and one much happier kid.



Library, Recreation
and Cultural Services
City of Eugene, Oregon

For more information contact us at:
100 West 10th Avenue, Suite 321, Eugene, OR 97401
541-682-6065 www.ci.eugene.or.us/LRCS/LRCS.htm



Recycled Paper
Vegetable-Based Ink